

**FOR IMMEDIATE RELEASE**

Date: 12/10/12

Contact: Anita Gore, Heather Bourbeau

California Department of Public Health

Office of Public Affairs

(916) 440-7259

**Along the Road or On the Road  
Working as a Community to Keep California's Pedestrians Safe**

SACRAMENTO- Keeping pedestrians safe needs to be a community effort – that's the theme of the *It's Up to All of Us* campaign. With a new \$500,000 grant from the California Office of Traffic Safety (OTS), the California Department of Public Health (CDPH) PedSafe Program will continue to promote safe driver and pedestrian behaviors along with a sense of community responsibility.

Sometimes drivers feel hindered by pedestrians and pedestrians might act with a sense of entitlement of having the "right of way." Increased speeds bring the greatest threat to the pedestrian: a pedestrian is nine times more likely to be killed when hit by a car going 30 miles per hour (mph) than a car going 20 mph. Distracted walking and distracted driving compound the risk for being hit or hitting someone.

In 2013, the campaign will release new ads targeting distracted walkers and educating the public about the dangers of speeding, in particular as it relates to vulnerable populations, such as older adults and those with physical challenges.

"While we saw a slight rise in the number of pedestrians deaths in 2010, we are confident that our educational efforts will have an impact as well as address important changes that we need to see happen," said Dr. Ron Chapman, CDPH Director and State Health Officer. "We want to see people out walking and to be safe: working together as a community can help us achieve our goal."

For more information, including a workbook, campaign guides and ad templates, visit the [\*It's Up to All of Us\*](#) campaign. Funding for this program was provided by a grant from the California Office of Traffic Safety through the National Highway Traffic Safety Administration.

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